



Code - Course	064545 – Applied Learning in Tourism Sector Organizations				
Type	Practicum		Year	4 th	
Thematic Area	Tourism companies & services management		Credits	9 ECTS	
Teacher in charge of the course			Javier de Diego / Laura Xinxola		
In-class	210 hours	Teacher-led	0 hours	Individual	15 hours

BRIEF COURSE DESCRIPTION

Your work practice will be developed around four main areas:

- How to focus the search for internship / job opportunities with the help of various information sources and existing platforms. Advantages of the CETT Job Board and benefits of belonging to CETT Alumni.
- The present and future labor market in tourism.
- Professional socialization and networking with professionals in the sector.
- Deepen the practical knowledge of the sector, as well as the acquisition of critical capacity in decision-making and the analysis of its impact on the business

In this subject the attention will be placed on the practical experience that the student acquires in his stage in the Application Companies and / or external companies. Together with the educational collaboration agreement, the Career Services department will attach the individualized internship program where the functions and tasks to be developed by the student are specified.

BASIC SKILLS

BS02- Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.



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GENERAL SKILLS

GS02- Have business vision.

GS03- Have initiative and an entrepreneurial spirit.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services and projects.

SS11- Manage tourist accessibility and mobility.

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

LEARNING OBJECTIVES

1. Develop skills related to the planning, organization and management of the operation of tourist establishments.
2. To know and identify the new tendencies in the practice of tourist activities.
3. Identify and classify the companies and services involved in tourism production and understand their operation, as well as identify the main types of needs to which they respond.
4. Use tourism marketing tools: Revenue Management, e-marketing, web 2.0.

ACADEMIC CONTENTS

1. Internship in companies
2. Companies and institutions's presentations in classroom
3. Trainee's report of internship
4. Networking activities



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LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

The learning strategy for this subject focuses on the placement of students in a real environment as well as on the allocation of a number of activities and responsibilities related to the workplace and the tourism companies where students will do their internship.

This environment cannot be the same department or company used to carry out the practical applied learning of the PRACTICUM I and/or PRACTICUM II subjects.

Consequently, this subject does not allow recognition of professional experience.

In this real context the trainees will have the opportunity to develop both transversal and specific competencies and apply them in real, non-simulated situations.

The internship tutor, in permanent contact with the student, guides, corrects and supervises them, assisting them to improve in their training. Regular meetings between the student and the tutor are held to analyze and evaluate outcomes. The relationships established between the trainee and the rest of professionals in the hands-on training company allow the student to develop teamwork competencies, to stimulate their initiative and put into practice the skills characteristic of the professional profile.

Each practicum contains an associated training program with the tasks, competencies and learning outcomes the student has to achieve, focusing mainly on the professional socialization and observation. Halfway through the practicum period, the student participates carries out an online internship survey where their progress is assessed (learning, difficulties, objectives and challenges) and is contrasted with the company tutor's partial assessment.



At the end of the internship, the student evaluates their own experience at the company and the company evaluates the trainee's performance. The university is responsible -through the Career Services tutor- for ensuring the monitoring and final evaluation of the student's internship.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Company tutor's assessment	Individual	60%		
Trainee's report of internships	Individual	40%		
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.



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Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

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COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

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Rodríguez-Moreno, M. L. (Coord.), Álvarez, M., Figuera, P. y Rodríguez, S. (2009). Estudios universitarios, proyecto profesional y mundo del trabajo. Cómo tender puentes entre la universidad y la vida activa. En Manual para la transición. 1-163. Servicio de Publicaciones de la Universidad de Barcelona. ISBN: 9788447533749.

Rodríguez, S. y Prades, A. (2010). Sobre la empleabilidad de los graduados universitarios: del diagnóstico a la acción. Revista de Educación, 351, 107-137. |